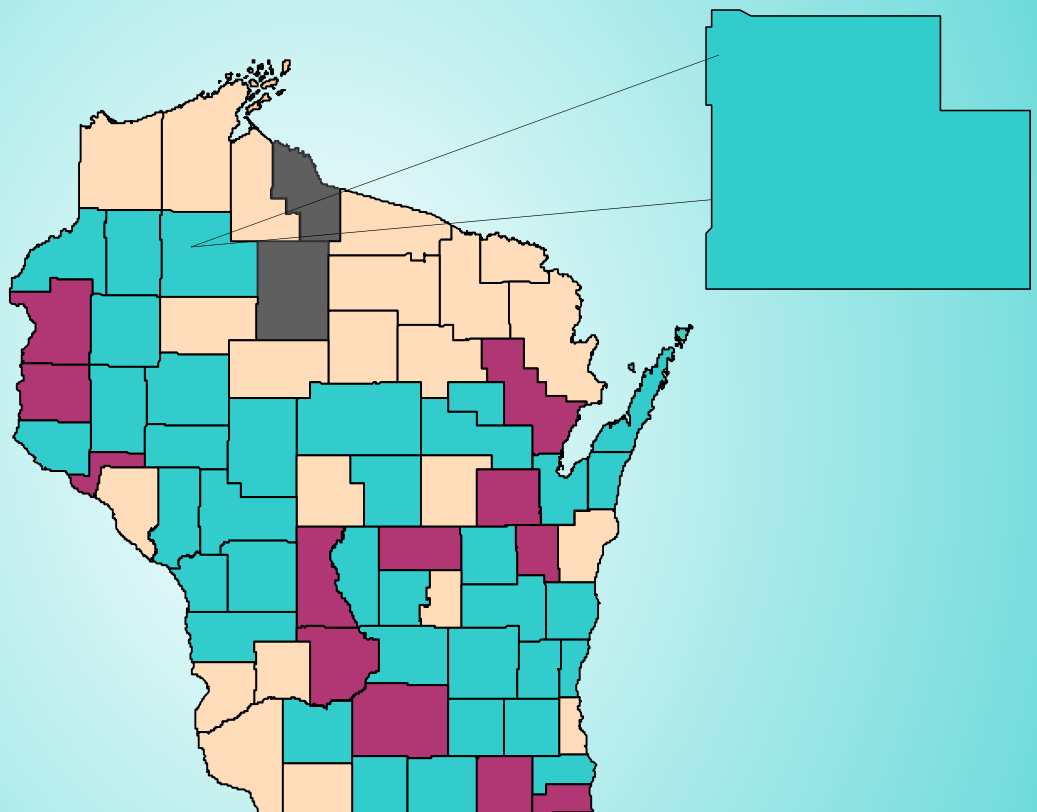


# Sawyer County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.  
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



## County Population

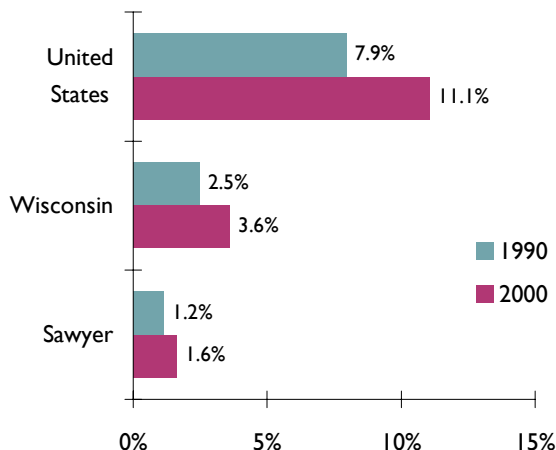
The population increase of 2.4 percent in Sawyer County exceeded the increase in both the State of Wisconsin and in the nation. From April 2000 through December 31, 2001 the population increased by 388 individuals from 16,196 to 16,584 residents. Sawyer County, with 1,256 square miles, is the fifth largest county in the state but has a population density of only 13.2 residents per square mile compare with 100 residents per square mile in the state.

The increase in population was the result of individuals relocating to the county. Since April 2000, 452 new residents moved to the county for a migration rate of 2.9 percent, much higher than the state migration rate of 0.94 percent and higher than migration rates for other similar non-metropolitan counties in the state. The largest increases in population were in the Town and City of Hayward.

There was no increase in population from natural causes even though there were 257 births in the county. One reason why the increase in population from natural causes is so much lower than other counties is that the median age in Sawyer County in 2000 was 42.1 years.

Another reason for fewer births is that there is less ethnic diversity in the population and fewer foreign-born residents than in other areas of Wisconsin and the United States. In the United States, and to some degree in Wisconsin, an increase in births is linked to the non-white populations. Even though the number of births to whites is still the largest share of all births,

**Share of Foreign-born Residents**

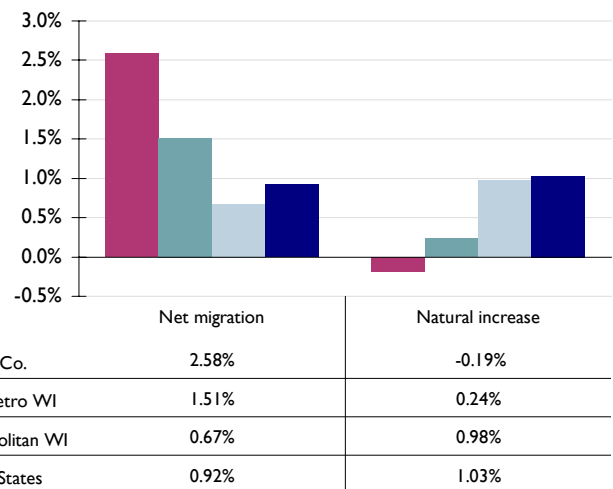


Source: US Dept. of Commerce, Census 2000, Summary file-4, QT-P14

**Total Population**

	April 2000 Census	January 1, 2002 estimate	Percent change
<b>United States</b>	281,421,906	286,923,000	2.0%
<b>Wisconsin</b>	5,363,701	5,453,896	1.7%
<b>Sawyer County</b>	16,196	16,584	2.4%
<b>Largest Municipalities</b>			
Hayward, Town	3,279	3,343	2.0%
Bass Lake, Town	2,244	2,295	2.3%
Hayward, City	2,129	2,193	3.0%
Lenroot, Town	1,165	1,197	2.7%
Winter, Town	969	1,011	4.3%
Round Lake, Town	962	999	3.8%
Hunter, Town	765	799	4.4%
Sand Lake, Town	774	789	1.9%
Edgewater, Town	586	591	0.9%
Couderay, Town	469	473	0.9%

**Net migration and natural increase**



Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

that is declining as births to other ethnic groups is increasing.

Most of the foreign-born residents in Sawyer County were born in European countries, followed by those from Asia and a substantial number from other North American countries. Out of a total foreign-born population in 2000 of 263,200 moved to the county prior to 1980.

Population by age projections from the Wisconsin

(Continued on page 2)

# Sawyer County Workforce Profile

## Population Projections by Age Groups in Sawyer County

	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75+
<b>2000</b>																
Male	451	540	632	569	323	356	427	592	659	641	582	523	494	454	400	526
Female	440	481	628	527	282	339	407	573	635	585	568	536	502	439	363	722
<b>2005</b>																
Male	457	464	555	598	430	351	398	480	654	718	711	702	599	481	390	565
Female	437	452	496	596	411	330	387	449	615	693	658	676	592	484	380	714
<b>2010</b>																
Male	466	462	468	514	441	459	388	444	527	709	798	857	810	584	408	577
Female	445	442	458	465	458	471	376	426	482	673	782	786	755	567	415	720
<b>2015</b>																
Male	479	462	457	422	367	461	492	424	478	561	774	949	968	779	486	585
Female	458	441	438	421	349	518	520	407	452	522	749	916	864	711	478	745
<b>2020</b>																
Male	474	468	451	406	296	379	487	528	451	504	611	920	1,070	923	642	642
Female	452	447	432	399	312	392	565	554	429	487	582	876	998	808	595	811

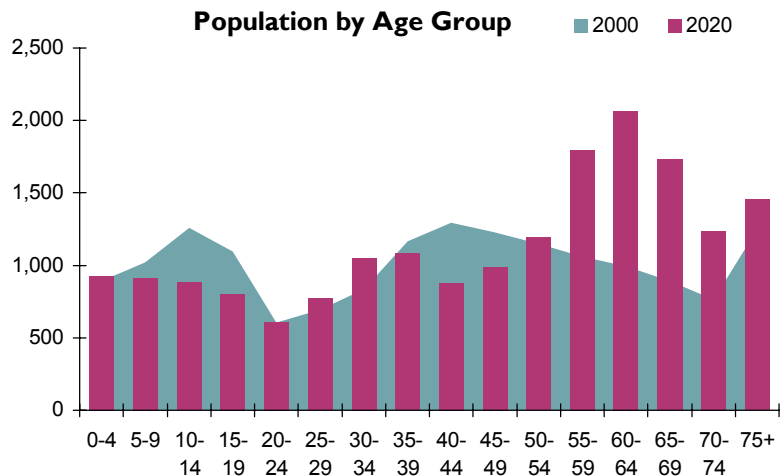
Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

Demographic Services section show that the share of population over the age of 60 will increase from 24 percent in 2000 to 35 percent in 2020 as the population under 20 years old will decline from 26 percent to 19 percent.

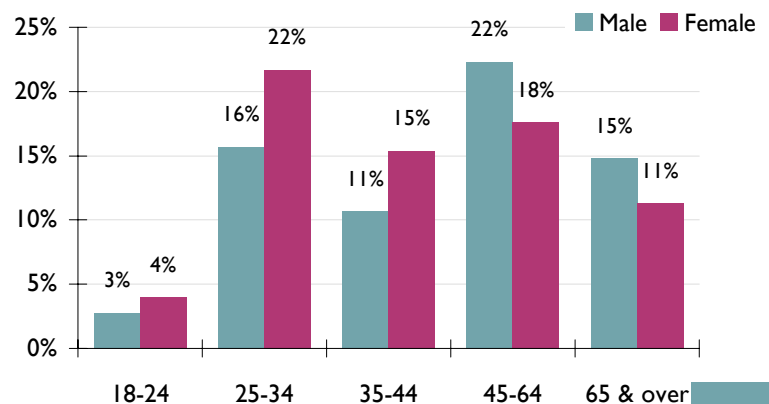
The total population is projected to increase 13.6 percent to 18,391 by 2020. Some of that increase is projected in the middle age groups, but most will occur in the older age groups. The graph on the right illustrates just how much of the population will be over 55 years old in 2020 compared to 2000.

The background also shows the surge in population from the baby-boom, now in their late-30s and mid-50s and another, smaller surge in births in the late 80s, now in their late teens. If you follow the age cohort of these groups (add 5 years to the group for every five years of time) you see a loss of younger populations from the county and a large increase in the older populations. This increase is not only from an aging population but also from older individuals moving to the county.

The bottom graph in some ways also tracks the loss of younger residents who leave the area to acquire a post-secondary education. The share of residents by age group with at least a bachelor's degree is smaller in Sawyer County than in the state and the distribution in the county declines in the 35-44 year old group. Another trend visible in the graph is the greater share of females with at least a bachelor's degree in the younger ages.



## Percent of age group with at least a Bachelor's degree in Sawyer County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

## Labor Force Characteristics

Once every ten years the census produces labor force demographics that includes labor force participation rates by age groups. The labor force participation rate (LFPR) is the number of residents who are either working or looking for work divided by the total, non-institutional, population.

The top graph shows that labor force participation rates are highest for the middle age groups and lowest for the older age groups. This is typical in most counties and states and reflects the changing needs and desires of people to work. Younger residents are in school, middle-aged residents have many financial commitments, and older residents are anticipating retirement.

In Wisconsin the LFPR is higher than most other states and may have reached maximum levels. In 2002, the LFPR in Wisconsin of 73 percent was among the five highest in the United States. The overall participation rate in Sawyer County in 2002 was 82 percent, higher than in the state and nation.

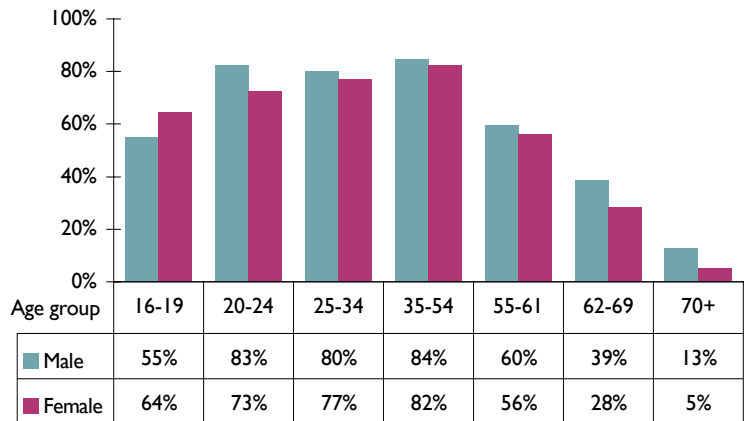
The higher LFPR in Sawyer County is a bit perplexing since there is less participation from nearly every age group and there is a greater share of older residents (who have a lower participation rate). Several possibilities could explain the higher participation rate in Sawyer County: a higher incidence of self-employment, a greater share of temporary jobs with more movement in and out of the labor market, or more residents who work from home. All of these possibilities fall short of a full explanation, however.

Participation rates for age groups are less in Sawyer County except for males 20-24 year olds and 62-69 year olds. In Wisconsin male LFPR for 20-24 year olds is 82 percent and for males and females among 55-61 year olds are 77 and 65 percent, respectively, and among 62-69 year olds, 37 and 29 percent, respectively. Compare those with the rates for Sawyer County in the top chart.

By 2020 the number of residents over 55 years old will increase from 39 percent of the labor force age population (16 years old and older) in 2000 to 53 percent. Increasing the participation rate among older residents (a 5% increase in participation these residents would add 400 to the labor force) could help alleviate some of the impending labor shortage

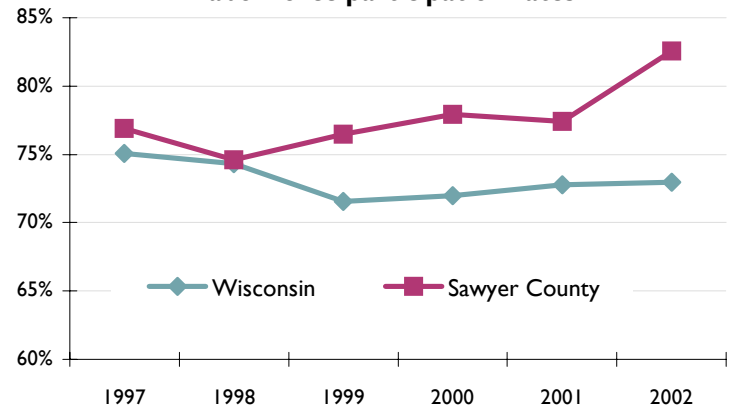
(Continued on page 4)

**Sawyer Labor Force Participation by Age & Sex in 2000**



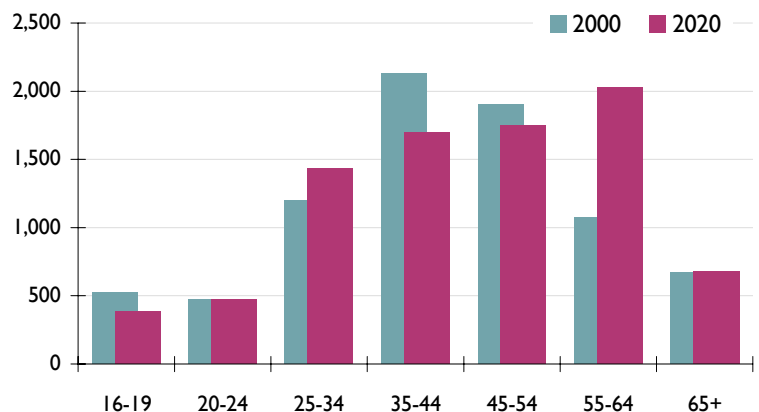
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

**Labor force participation rates**



Source: WI DWD, Office of Economic Advisors, 2003

**Labor Force by Age in 2000 & 2020 in Sawyer County**



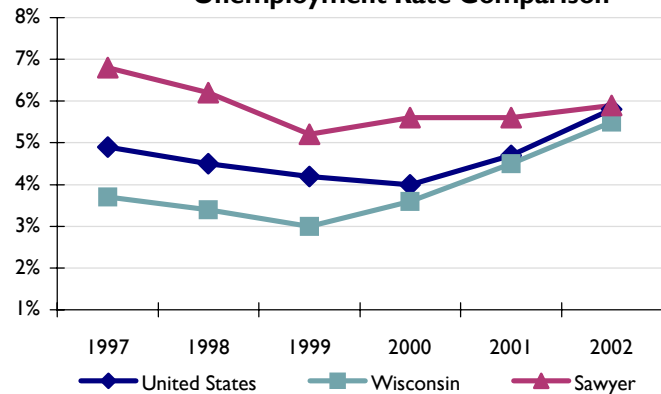
Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

## Sawyer County Workforce Profile

but even that would fall short of the increase in the county labor force during the last twenty years. From 1980 to 2000 the Sawyer County labor force increased 78 percent compared to the projected increase of 9 percent from 2000 to 2020.

Of the 10,610 residents who currently participate in the labor force 9,985 are employed and 625 are unemployed. The number of employed is higher than in 1999 and the unemployment rate has increased to 5.9 percent. This runs counter the trend in most of the state's counties.

Unemployment Rate Comparison



Sawyer County Civilian Labor Force Data

	1997	1998	1999	2000	2001	2002
Labor Force	9,304	9,189	9,142	9,603	10,065	10,609
Employed	8,669	8,616	8,668	9,068	9,498	9,985
Unemployed	635	573	474	535	567	624
Unemployment Rate	6.8%	6.2%	5.2%	5.6%	5.6%	5.9%

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

## Occupations in demand

Sawyer County is in the northwest region of the state and the list of jobs on the right is representative of the jobs in the county.

The greatest demand for workers is in the occupations on the 'Most Openings' list. This list includes many occupations considered as first-time, or temporary, jobs that workers often leave as other opportunities open up. Turn-over is high and wages are low. There are a few exceptions on the list: registered nurses, truck drivers, and general managers. All three require a greater degree of education and the wage scales also reflect this.

The 'Fastest Growth' occupations are often referred to as hot jobs, with more training requirements and better wages. In Northwest Wisconsin, however, even the fastest growth occupations include many that require only short-term training. There are often fewer openings in these jobs since the list is based on the greatest percent change in employment; for example, an occupation that increases from 5 to 10 jobs increased 100 percent whereas an occupation that changes from 2,000 to 2,200 jobs increased only 10 percent.

Northwest Region Occupation Projections: 2010

	Top Ten Occupations	Education & Training Typically Required*	Average Wage**
Fastest Growth	Computer Support Specialists	Associate degree	\$15.50
	Personal and Home Care Aides	1-month or less training	\$8.13
	Home Health Aides	1-month or less training	\$8.95
	Social/Human Service Assts	1-12 mo. on-the-job training	\$12.72
	Hotel/Motel/Resort Desk Clerks	1-month or less training	\$7.94
	Security Guards/Gaming Surv Offcrs	1-month or less training	NA
	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$6.47
	Emergency Med Techs/Paramedics	Postsecondary voc. trng	\$9.82
	Tchrs/Prim/Sec/Adult/All Other	Bachelor's degree	\$10.19
	Fitness Trainers/Aerobics Instruct	Postsecondary voc. trng	\$7.54
Most Openings	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$6.47
	Cashiers	1-month or less training	\$7.09
	Waiters/Waitresses	1-month or less training	\$7.38
	Retail Salespersons	1-month or less training	\$8.23
	Registered Nurses	Bachelor's degree	\$20.27
	Nursing Aides/Orderlies/Attendants	1-month or less training	\$9.27
	Bartenders	1-month or less training	\$6.65
	Maids/Housekpng Cleaners	1-month or less training	\$7.76
	Truck Drivers/Heavy/Tractor-Trailer	1-12 mo. on-the-job training	\$15.61
	General and Operations Mgrs	Work experience & degree	\$26.89

\* The most common way to enter the occupation, not the only way

\*\* Wages from Occupation Employment Statistics survey responses for region, 2001  
Northwest WDA includes Ashland, Bayfield, Burnett, Douglas, Iron, Price, Rusk, Sawyer, Taylor and Washburn counties.

Source: WI DWD, Bureau of Workforce Information, 2002

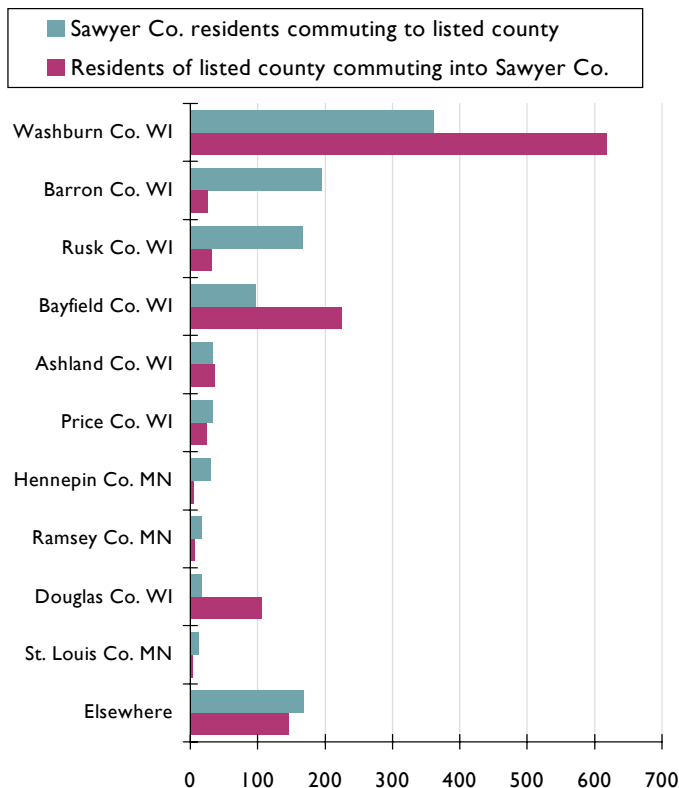
## County Commuting Patterns

The 'county-to-county worker flow' files, also known as county commuting patterns, are one of the most anticipated data sets released by census. It is a key piece of information when profiling the workforce of a local community, especially in Sawyer County where local employers attract workers from neighboring counties. In Wisconsin, commut-

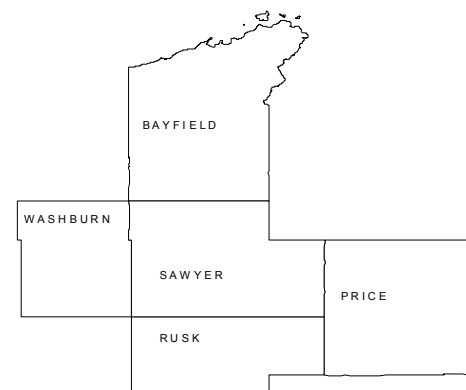
ing patterns for municipalities are also available every ten years from the census and were released in April 2003.

Roughly 1,130 Sawyer County residents, 16 percent of the workers who live in the county, traveled out of the county for a job. Nearly one in every three workers who left the county headed for employers in Washburn County and another third traveled to Barron and Rusk counties. The most popular destination was the City of Rice Lake (Barron Co.), but there are other popular destinations for workers who leave Sawyer County for jobs including Shell Lake, Birchwood, and Ladysmith. Residents who travel out of the county for a job are included in the labor force estimates for Sawyer County.

Employers in Sawyer County attract 1,230 workers to jobs in the county, more than the number who travel to neighboring communities for work. Most of the incoming workers are residents of Washburn and Bayfield counties. No matter where they reside workers from other communities are headed to the City and Town of Hayward. Employers in the area in and around Hayward attract 86 percent of inbound commuters.



	Sawyer Co. residents commuting to listed county	Residents of listed county commuting into Sawyer Co.	Net gain or loss of workers
Washburn Co. WI	361	618	257
Barron Co. WI	195	27	-168
Rusk Co. WI	166	32	-134
Bayfield Co. WI	97	224	127
Ashland Co. WI	33	37	4
Price Co. WI	33	25	-8
Hennepin Co. MN	30	6	-24
Ramsey Co. MN	17	7	-10
Douglas Co. WI	17	106	89
St. Louis Co. MN	12	4	-8
Elsewhere	168	146	-22



Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files

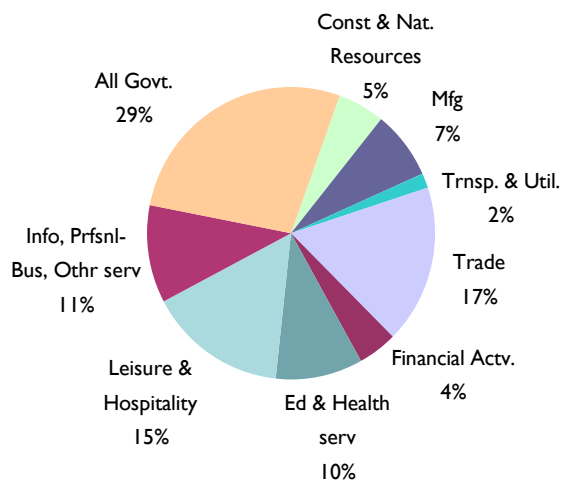


## Industry Employment -

### Introducing NAICS (North American Industry Classification System)

In 2003 the industry coding system for employers, used to publish employment estimates, changed from the Standard Industrial Classification (SIC) to the North American Industry Classification System (NAICS). The transition from SIC, used for the last seventy years, to NAICS began in 1997 with the Economic Census. However, the monthly Current Employment Statistics program, responsible for the monthly nonfarm wage and salary employment estimates for counties, initiated the change with the revision of 2002 estimates.

#### Sawyer County Industry Distribution: 2002



Because NAICS is so different revisions to earlier years' estimates are difficult and do not appear in this publication. Estimates for 1990 to 2001 have been published in NAICS for states and metropolitan areas.

There are new industry classifications in NAICS that simply did not exist in SIC. Good examples of this are the new industry sectors for leisure and hospitality and information. Previously employment in leisure and hospitality was in retail trade (restaurants and bars) and in services (hotels and resorts) and many of the jobs in the new information sector were in manufacturing (printing and publishing). Logging jobs were also moved from manufacturing to natural resources.

Some of these changes are visible in the table below for 2002 (SIC distribution uses unrevised estimates). The most significant change was the transfer of printing and publishing and logging jobs from manufacturing to information and natural resources. Manufacturing employment declined from 11 percent of the jobs under SIC to 7 percent in NAICS.

Wholesale and retail trade jobs declined to 17 percent of total employment in NAICS from 26 percent. The primary reason is that restaurants, food service companies and bars were moved to a new NAICS sector of leisure and hospitality. Hotels and lodging facilities are also a part of this new sector, making it easier to monitor changes in tourist related businesses. It will also be much easier to monitor the rap-

(Continued on page 7)

#### 2002 Industry Employment in Sawyer County: A comparison of two classification systems

NAICS Super-sectors	Employment	Distribution	SIC Industry Divisions	Distribution
Construction, natural resources & mining	390	5%	Construction & Mining	5%
Manufacturing	538	7%	Manufacturing	11%
Transportation, warehousing & utilities	119	2%	Transportation, utilities & communication	2%
Trade (wholesale & retail)	1,256	17%	Wholesale trade	2%
			Retail trade	24%
Financial activities	325	4%	Finance, insurance & real estate	4%
Information, professional & business services, other services	782	11%	Services & misc (incl. agr, forestry, fishing)	24%
Education and health services	718	10%	Government	27%
Leisure & hospitality	1,118	15%		
Government	1,994	28%		

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

## Sawyer County Workforce Profile

idly expanding health services sector, grouped with private education in the monthly estimates. Most education jobs are included in the broader government sector.

The lists of top ten industries and employers in Sawyer County uses the North American Industry Classification System. In this list all private and public education were grouped together making it the

second largest industry sector in the county.

Together the largest industry sectors provide over half of all the jobs in the county while the ten largest employers provide one in every three jobs. Two of those employers are from education and three, including Indian-owned operations, are from the public sector.

### Top 10 Industry Groups in Sawyer County

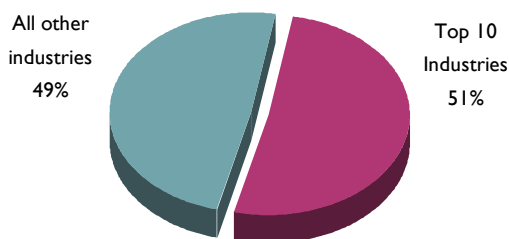
Industry Group	March 2003		Numeric change 2002 - 2003
	Employers	Employees	
Executive, Legislative, & Gen Government	24	760	-23
Educational Services	5	697	34
Food Services and Drinking Places	54	502	23
Amusement, Gambling & Recreation Ind	*	*	*
General Merchandise Stores	6	265	-65
Food and Beverage Stores	8	264	-105
Hospitals	*	*	*
Management of Companies and Enterprises	*	*	*
Accommodation	31	170	0
Wood Product Manufacturing	10	155	-39

\*data suppressed to maintain confidentiality

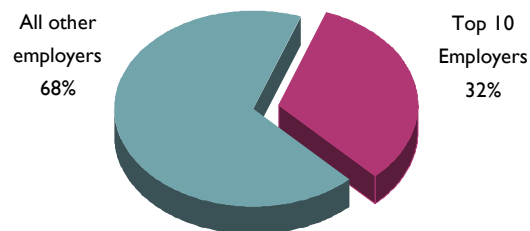
### Top 10 Employers in Sawyer County

Company	Product or Service	Size
Lac Courte Oreilles Casino & Convention Center	Casinos	250-499
County of Sawyer	Executive & legislative offices, combined	250-499
Hayward Community School District	Elementary & secondary schools	250-499
Lac Courte Oreilles Tribal Government	American Indian tribal governments	250-499
Medical Services, Inc.	General medical & surgical hospitals	100-249
Louisiana Pacific Corp.	Corporate, subsidiary, and regional managing offices	100-249
Wal-Mart Associates, Inc.	Discount department stores	100-249
Northern Lakes Coop.	Supermarkets and other grocery (except convenience) stores	100-249
Lac Courte Oreilles Ojibwa Community College	Junior colleges	100-249
Dynea Overlays, Inc.	Coated and laminated paper manufacturing	50-99

Share of jobs with top 10 industries



Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003



## Sawyer County Workforce Profile

The bottom graph emphasizes the strong presence of tourism employers, found in the new sector of leisure and hospitality and some from the trade group, in Sawyer County. Roughly 20 percent of all jobs in the county but only 13 percent of total payroll is from this sector. The annual average wage for workers in leisure and hospitality in 2002 was \$14,237 and exceeded the average wage for similar workers statewide by twenty percent.

The average wage for all workers in Sawyer County of \$22,981 increased 3.7 percent from the 2001 average of \$22,158. Statewide the average wage rose 2.7 percent in 2002.

Even though NAICS provides a better picture of wages in the new sectors, there are still details on part time jobs and temporary employment missing that are key components of annual average wages.

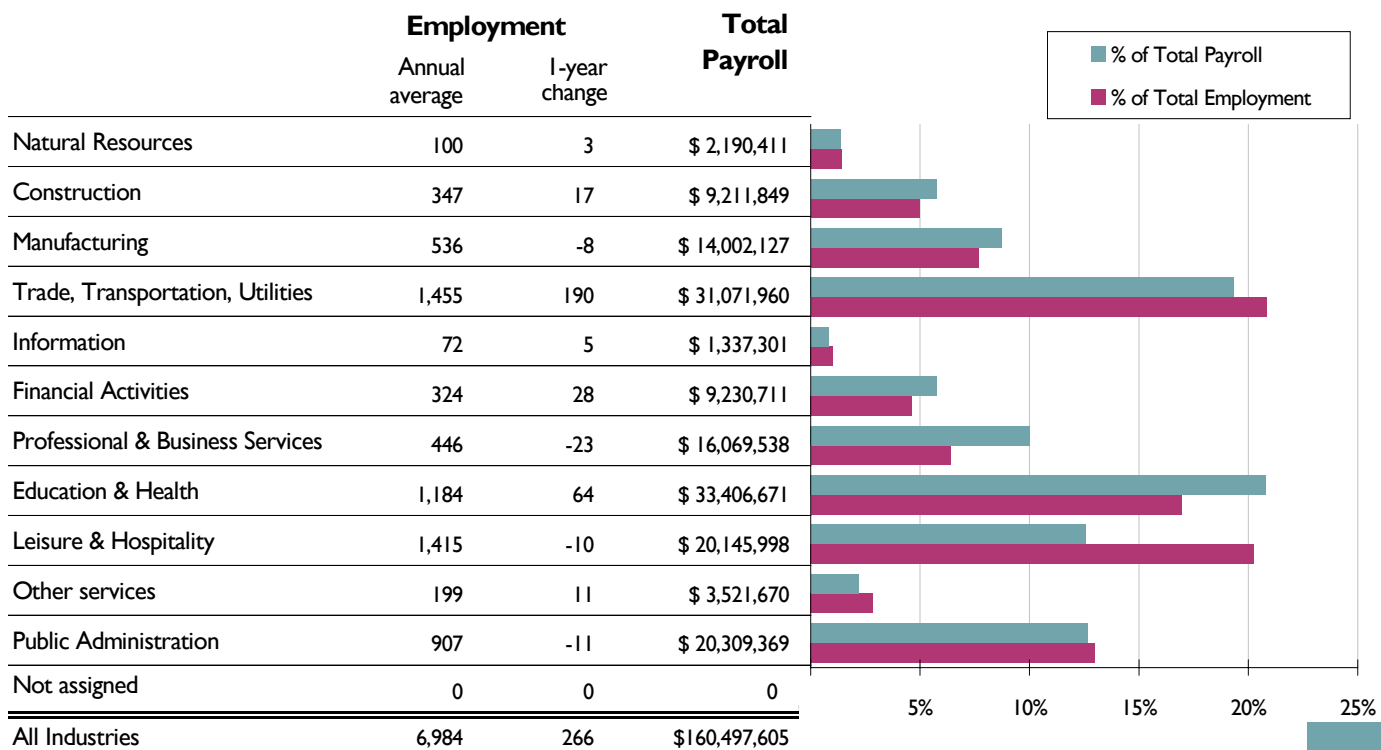
### Average Annual Wage by Industry Division in 2002

	Average Annual Wage		Percent of	I-year
	Wisconsin	Sawyer County	Wisconsin	% change
All Industries	\$ 32,422	\$ 22,981	71%	3.7%
Natural resources	\$ 25,481	\$ 21,904	86%	-6.0%
Construction	\$ 39,649	\$ 26,547	67%	8.6%
Manufacturing	\$ 40,584	\$ 26,123	64%	1.7%
Trade, Transportation, Utilities	\$ 28,422	\$ 21,355	75%	0.2%
Information	\$ 38,871	\$ 18,574	48%	6.7%
Financial activities	\$ 40,337	\$ 28,490	71%	2.5%
Professional & Business Services	\$ 36,324	\$ 36,030	99%	5.4%
Education & Health	\$ 33,768	\$ 28,215	84%	5.8%
Leisure & Hospitality	\$ 11,837	\$ 14,237	120%	5.9%
Other services	\$ 19,500	\$ 17,697	91%	-2.4%
Public Administration	\$ 33,769	\$ 22,392	66%	3.9%

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

Census 2000 revealed that 24.3 percent of the workforce works part time and 27.7 percent works less than 40 weeks per year. In Wisconsin 24.1 percent work part time and 19.5 percent work less than 40 weeks per year.

### 2002 Employment and Wage Distribution by Industry in Sawyer County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

## Per Capita Personal Income

Net earnings from wages, self-employment, and proprietorships, comprise the greatest share of total personal income in Sawyer County. Even though net earnings comprise 52.6 percent of total county income that is less than both the state and national share of 66.7 and 67.6 percent, respectively. That's because the share of transfer payments, which include social security, is higher in Sawyer County.

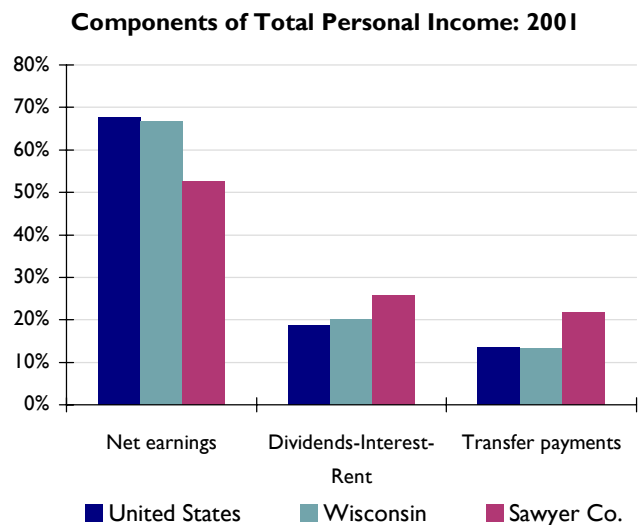
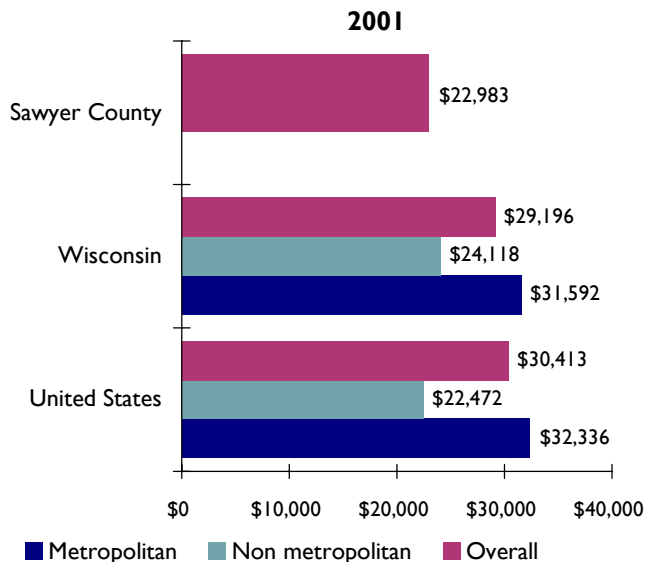
The higher share of transfer payments, plus an annual average wage that is much lower than in the state, contribute to a lower per capita personal in-

come in the county. The gap closes a bit if you compare Sawyer County only to other non-metropolitan counties. Non-metropolitan wages are lower primarily because the jobs available in metro areas are in occupations that demand higher wages and competition for workers drives up wages.

The Sawyer County PCPI of \$22,983 in 2001 was 76 percent of the national PCPI and 79 percent of the state. It ranked 43<sup>rd</sup> among the 72 counties in Wisconsin.

**Per Capita Personal Income**

	1996	1997	1998	1999	2000	2001	Percent Change	
							1 year	5 year
United States	\$24,270	\$25,412	\$26,893	\$27,880	\$29,760	\$30,413	2.2%	25.3%
Wisconsin	\$23,301	\$24,481	\$26,004	\$26,926	\$28,389	\$29,196	2.8%	25.3%
Sawyer County	\$17,445	\$18,282	\$19,251	\$20,390	\$21,995	\$22,983	4.5%	31.7%



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

### WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

[http://www.dwd.state.wi.us/lmi/wda\\_map.htm](http://www.dwd.state.wi.us/lmi/wda_map.htm)

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

Profile author:

Beverly.Gehrke@dwd.state.wi.us